

PRESS RELEASE

24.05.2025 – PAN INDIA



Life Insurance Corporation of India Achieves GUINNESS WORLD RECORDS™ Title for the “MOST LIFE INSURANCE POLICIES SOLD IN 24 HOURS”

Life Insurance Corporation of India is proud to announce that it has earned a **GUINNESS WORLD RECORDS™** title for “Most life insurance policies sold in 24 hours.” This historic achievement, verified by GWR, recognizes the extraordinary performance of the Corporation’s dedicated agency network on 20.01.2025.

On 20.01.2025, a total of **4,52,839** agents of Life Insurance Corporation of India successfully completed and issued an astounding **5,88,107** life insurance policies across India. This monumental effort established a new global benchmark for agent productivity in the life insurance industry within a 24-hour period.

Team LIC is absolutely thrilled to receive this prestigious **GUINNESS WORLD RECORDS™** Title. It is a powerful validation of the relentless dedication, skill, and tireless work ethics of our agents. This achievement reflects our deep commitment towards our mission to provide vital financial protection to our customers and their families.

The record attempt was the culmination of a thoughtful initiative by Mr. Siddhartha Mohanty, CEO&MD, LIC in the form of an appeal to every Agent to complete at least One Policy on “Mad Million Day” i.e. on January 20, 2025.

Speaking on this occasion, Mr. Mohanty thanked all our esteemed customers, agents and employees for making "Mad Million Day" historic as their incredible performance of procuring record number of Policies on a single day has now been recognized and has entered Guinness World Records™.

Dated at Mumbai on May 24th, 2025.

For Further Information please contact:

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We believe that the news contained in this release is of value to your readers. While we would thank you to publish it as soon as possible, we also readily recognize that the decision to do so rests entirely with you.